

European Sealing Association 2017 Activities Summary Document

Division: Marketing Team

Owner: Mark Neal

Activity	Current status	Next steps
Distribution of up to 6 Newsletters annually.	Currently on track. NL12 issued in early Feb, NL13 due early April.	Extending the target market through to trade publications with the assistance of 9XB.
Continued publication of Valve World articles.	Feb article issued, FGD to submit by March end for April edition and PD end of May for June. All on track.	Could we extend this for MSD divisions and other suitable publications.
Presentations of the VW articles to the authors and award for contribution to created for AGM	On order with 9XB	Presentation at the AGM, JM
Web site development focussed on Members area and Careers.	Both areas fully functional.	Communicate the Careers activity to members.
Expand Careers awareness to target Graduate Training Programmes, HR contacts within Members, trade publications and University careers organisations	First stage targeting Members is due in April followed by trade publications. Careers organisations focussed on graduates is being researched.	Direct e mailing of members. Communication led by 9xB.
IVS 2017, presentation of paper by DES and ESA Exhibition Stand.	Stand confirmed as n.136 Hall A May 24/25 Bergamo.	Rollout communication of the ESA through the organisers.